

STATE MAKES WATER CONSERVATION MANDATORY

As California faces a three-year drought—its worst since the mid-1970s—the State Water Resources Control Board has taken an unprecedented move by adopting an emergency regulation on July 15, 2014, which instructs local water agencies to crack down on water-wasting activities, urging agencies to fine violators up to \$500 for infractions.

This decision came after a report showing voluntary conservation measures have not only failed to achieve the 20 percent reduction sought by Governor Jerry Brown, but consumption has actually risen in a couple of regions. While no region met the 20 percent reduction, some came closer than others.

Water Board Chairman Felicia Marcus said that their goal is to light a fire under those who aren't taking the drought seriously. It's reported that the board estimates the restrictions, due to take effect in early August, could save enough water to supply more than 3.5 million people for a year.

It should be noted that the fines are only meant to apply to wasteful outdoor watering, such as watering lawns or landscape to the point that runoff flows onto sidewalks; washing a vehicle without a shut-off nozzle on the hose; or hosing down sidewalks and driveways.

Cities and water districts have been given wide latitude on how to implement the fines, so residents need to get specific information for their area.

The City of Victorville's water conservation ordinance, which has been in full force since November 3, 2005, already prohibits water waste and has provisions to ensure everyone is doing their part by the use of education, warnings and smaller fines based on a sliding scale up to \$500. To access the complete ordinance, visit our website at <http://victorvilleca.gov>, click on the 'About Victorville' tab, then Municipal Code, then Title 13, Chapter 13.60.

We will bring you more information and clarification from the State as we receive it.



HAVE YOU VISITED OUR FACEBOOK PAGE LATELY?

Among our goals in the Environmental Programs Division of the City of Victorville is to help preserve and protect our environment by educating the public on the increasingly important role played by both recycling and water conservation.

One of the ways we do this is by posting information, updates, ideas and helpful hints on our Facebook page. If a law changes, or an ordinance passes that pertains to the environment, we'll let you know. If a program starts up, or ends, you'll find the details there.

But the page offers more than just issues regarding recycling and water conservation. We post reminders and information on events like Shred Fests, Animal License Clinics, plant sales, blood drives, community events, etc.

We try to keep you informed and entertained, without bombarding you with posts. So check it out at <https://www.facebook.com/VVEnvironmental> and let us know what you think.

AMERICA'S NIGHT OUT AGAINST CRIME!

The City of Victorville is once again proud to support our local police by participating in the Annual National Night Out on Tuesday, August 5, at Mesa Linda Park.

The National Night Out campaign, "America's Night Out Against Crime," began in 1984 and now involves more than 37.8 million people in 16,242 communities from all 50 states, U.S. Territories, Canadian cities and military bases worldwide. The focus of the event is on strengthening our City, one neighborhood at a time.

The campaign involves citizens, law enforcement agencies, civic groups, businesses, neighborhood organizations, and local officials. It is designed to heighten crime and drug prevention awareness, generate support for, and

participation in local anti-crime programs, strengthen neighborhood spirit and police-community partnerships, and send a message to criminals letting them know that our neighborhoods are organized and fighting back.

This year's event will include a BBQ, vendor booths and kids games. Also, representatives will be on hand from Victorville Deputies, CHP, County Fire, Sheriff's Off-Highway Vehicle team, Victor Valley Search and Rescue, McGruff the Crime Dog, Victorville's Community Services Department, El Dorado Broadcasters (Y102), and many other local businesses in the area.

The event is always abuzz with people wanting to learn how to keep their neighborhoods and families safe, as



well as to have a great time.

Come by the Victorville Environmental Programs booth a get a free recycle shopping bag.

National Night Out
Tuesday, August 5—6 p.m to 8 p.m.
Mesa Linda Park
3151 Mesa Linda Drive, Victorville

CASH FOR GRASS PROGRAM MAKING A DIFFERENCE



Cash for Grass has made great strides toward drought-proofing the High Desert.

The Mojave Water Agency and the Alliance for Water Awareness and Conservation has announced that the Cash for Grass program, which began in 2008, has reached a milestone.

According to the MWA, the program has resulted in 6.5 million square feet of turf being removed, resulting in a cumulative savings of 4,855 acre-feet of water.

MWA Board President Beverly Lowry said that the latest program results are an example of the region's commitment to water conservation.

"High Desert residents should be proud of their accomplishment," Lowry said in a recent statement. "As

the state considers mandatory water use restrictions, here in the desert we continue to embrace conservation as a way of life. I am proud of this program and the work of AWAC, MWA and our citizens."

"Here in Victorville alone, hundreds of residents have taken advantage of the program, helping to save our most precious resource while also beautifying their homes and saving themselves money," said Donna McCormick, Water Conservation Supervisor.

The Cash for Grass program currently offers 50 cents per square foot for turf removal with a maximum of 6,000 square feet for residential projects and up to 20,000 square feet for commercial and industrial projects.

Victorville residents interested in participating in the Cash for Grass program can call for the required pre-inspection at 1-866-955-4426. Water conservation specialists are also available to answer questions and assist with your other conservations needs.

Residents from other High Desert cities should contact their local water provider for more information.

HOME RECYCLING NEWS

Now here's some good news! According to a 2014 Cone Communications' *Recycling in The Home Survey*, concern for the environment is the primary reason consumers recycle. Just 10 percent of Americans recycle solely because it is mandatory in their area.

"It's encouraging to know that people are making that connection between recycling and protecting the environment," said Dana Armstrong, Environmental Programs Manager.

The survey also showed that the majority of consumers are recycling at home, however, half of consumers will recycle only if they already know that the product or packaging is recyclable or is labeled as such. So clearly there's a need for recycling information to be added to packaging.

Another encouraging fact is that at least two-thirds of consumers say they are aware of which products in each room are recyclable.

Not surprisingly, in most homes the kitchen is the recycling hub of the house. It is, after all, the room that normally generates the most recycled materials. Consumers also indicated that kitchen products are the most convenient to recycle. Bins are also kept in the bathroom, laundry room, bedroom, home office, garage or basement.

Consumers reported that their children play a key role in household recycling, most often learning the positive impacts in school, and educating other family members of the benefits.

The survey concluded that the number one barrier to home recycling is the lack of bins—at least a solvable barrier.

These findings were presented by the 2014 Cone Communications Recycling in the Home Survey, in partnership with the Johnson & Johnson Family of Consumer Companies as part of its Care to Recycle program.

**Note: Summer
Watering Hours**

June–Sept. • 10 PM – 6 AM

PLANT OF THE MONTH

Desert Four-O'clock

Desert Wishbone Bush

Mirabilis leavis (formerly *M. bigelovi*)

- Plant: Evergreen Perennial Sub-Shrub
- Water Use: Very low
- Mature Size: 2-3' tall & wide
- Exposure: Full sun, part shade
- Bloom Time: Spring (peak bloom)
Summer, Fall (March—November)
- Native to: California, Arizona, Nevada and Utah (below 7,000 feet)
- Hardiness: Cold hardy to 25°F



Desert Four-O'clock is a fast growing, mounded, evergreen sub-shrub or herb. Dark green leaves and branches have soft, glandular hair, and the whole plant feels succulent, almost wet to the touch. The stems branch to form "wishbones," giving it one of its names. It's dainty white or pale pink flowers open in late afternoon and close early the next morning. Hummingbirds, hawk moths, butterflies, and other beneficial insects and pollinators sip the flower nectar, and birds feed on the seeds. Stimulate new growth by pruning hard every 2-3 years after flowering. Desert Four-O'clock, with its mounding, spilling habit, can be used in a dry border, dry wash, on slopes, in a decorative pot, or in rock or xeriscape gardens.

The Green Scene

This newsletter is produced by the Environmental Programs Division of the Community Services Department, City of Victorville. For more information about any of our programs, please contact:

Recycling at 760-955-8615 and/or
Water Conservation at 866-955-4426

VictorvilleRecycles.com

VictorvilleWater.com

City of Victorville

<http://victorvilleca.gov>